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27 January 2003

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- * For more records, click the Records link at page end.
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☒ Select All
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☐ Print/Save Selected

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1. ☐ 4/K/1 (Item 1 from file: 15) DIALOG(R)File 15:ABI/Inform(R) (c) 2003 ProQuest Info&Learning. All rts. reserv.
 00946952 95-96344
New platform targets VARs

Darrow, Barbara; Burke, Steven
 Computer Reseller News n606 pp: 213
 Nov 21, 1994
ISSN: 0893-8377 Journal Code: CRN
Word Count: 4452
Text:

...than his average employee. When Price recently consolidated three jobs--product development, brand strategies, and advertising --into one, marketing, he worried about putting someone as young as Donoghue in charge. "I...Choice Hotels, which operates Quality and Comfort Inns. Randolph grew up in tiny Reedsville, Ohio (pop . under 2,000). Her father disappeared when she was 8, so she and her two younger...

ABI/Inform(R) (Dialog® File 15): (c) 2003 ProQuest Info&Learning. All rights reserved.

2. ☐ 4/K/2 (Item 1 from file: 16) DIALOG(R)File 16:Gale Group PROMT(R) (c) 2003 The Gale Group. All rts. reserv.
 06044883 **Supplier Number: 53566865 (USE FORMAT 7 FOR FULLTEXT)**

1998 leading innovators in packaging & ingredients.(food and beverages)
 Freeman, Laurie; Hartnett, Michael
 Food & Beverage Marketing , v 17 , n 12 , p 24(4)
 Dec , 1998
Language: English Record Type: Fulltext
Document Type: Magazine/Journal ; Trade
Word Count: 3481

...home and food magazines, network television and a consumer web site (www.versatray.net). Tombras Advertising , in Knoxville, TN, is the advertising agency. Eastman declined to say what the budget is for the VersaTray campaign.

"Our research...

...beginning to appear on store shelves use metalized foils and holographic foils to make them " pop " under virtually any lighting conditions. Although metalized foils and holographic foils have, to date, been used... supplies holographic foils and metalized foils, says the advantage of the new foils is they " pop " under any retail lighting conditions.

"The images, unlike other laminates, give the illusion of movement, and...

19981201

Gale Group PROMT(R) (Dialog® File 16): (c) 2003 The Gale Group. All rights reserved.

3. ☐ 4/K/3 (Item 1 from file: 148) DIALOG(R)File 148:Gale Group Trade & Industry DB (c)2003 The Gale Group. All rts. reserv.
 10744512 **Supplier Number: 53566865 (USE FORMAT 7 OR 9 FOR FULL TEXT)**
1998 leading innovators in packaging & ingredients.(food and beverages)

Freeman, Laurie; Hartnett, Michael
 Food & Beverage Marketing , 17 , 12 , 24(4)
 Dec , 1998

ISSN: 0731-3799

Language: English

Record Type: Fulltext

Word Count: 3731 **Line Count:** 00301

...home and food magazines, network television and a consumer web site (www.versatray.net). Tombras Advertising, in Knoxville, TN, is the advertising agency. Eastman declined to say what the budget is for the VersaTray campaign.

"Our research...

...beginning to appear on store shelves use metalized foils and holographic foils to make them "pop" under virtually any lighting conditions. Although metalized foils and holographic foils have, to date, been used... supplies holographic foils and metalized foils, says the advantage of the new foils is they "pop" under any retail lighting conditions.

"The images, unlike other laminates, give the illusion of movement, and...

19981200

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4. ☐ 4/K/4 (Item 2 from file: 148) DIALOG(R)File 148:Gale Group Trade & Industry DB (c)2003 The Gale Group. All rts. reserv.

10507349 **Supplier Number:** 21166206 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Cookies 'n cream. (Legacy Brands Inc.'s 'Mrs. Fields' ice cream brand)

Markgraf, Sue

Dairy Foods, v99, n8, p30(1)

August, 1998

ISSN: 0888-0050

Language: English

Record Type: Fulltext; Abstract

Word Count: 591 **Line Count:** 00046

...Mrs. Fields ice cream sandwich in 1997, then this season debuted an ice cream cookie pop under the Mrs. Fields brand. Both products are distributed nationally to supermarket, c-store and club...

...do as much as the other guys, and that's the beauty of the brand."

Advertising efforts this winter, however, will include an Internet promotion to coincide with the December release...

19980800

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5. ☐ 4/K/5 (Item 3 from file: 148) DIALOG(R)File 148:Gale Group Trade & Industry DB (c)2003 The Gale Group. All rts. reserv.

08268285 **Supplier Number:** 17513032 (USE FORMAT 7 OR 9 FOR FULL TEXT)

How to construct a custom BPI. (buying power index)(1995 Survey of Media Markets)

Sales & Marketing Management, v147, n11, pS10(1)

Nov, 1995

ISSN: 0163-7517

Language: English

Record Type: Fulltext; Abstract

Word Count: 837 **Line Count:** 00069

...C). In this example, the Demographic component (A) would be calculated as follows:

Market's Pop . Under 18 = X%

U.S. Pop . Under 18

Next, using households with EBIs of \$50,000 and above as the Economic factor...

Industry Codes/Names:

ADV Advertising, Marketing and Public Relations

19951100

Gale Group Trade & Industry DB (Dialog® File 148): (c)2003 The Gale Group. All rights reserved.

6. ☐ 4/K/6 (Item 4 from file: 148) DIALOG(R)File 148:Gale Group Trade & Industry DB (c)2003 The Gale Group. All rts. reserv.

07620691 **Supplier Number:** 16030081 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Columbia University's nine Pac Rim market study. (Pacific Rim)

Video Age International , v14 , n9 , p16(3)

Nov-Dec , 1994

ISSN: 0278-5013

Language: ENGLISH

Record Type: FULLTEXT

Word Count: 2118 **Line Count:** 00164

...which is experiencing explosive growth:

SOUTH KOREA

Population 434 million; 207 TV sets per 1000 pop .

Under dictator Chun Doo-Hwan two private companies - TBS and Dong-A - were forcibly merged and...

...are obligated to operate an English-language channel, and the government limits the amount of advertising that can be aired.

TVB and ATV each operates a Cantonese-language channel in addition...

...a 19 per cent audience share and Asahi comes in third with 16 per cent.

Advertising income at all the networks has plummeted as a result of Japan's economic crisis. Dentsu, the world's largest advertising agency, has a stranglehold on TV advertising . "It can almost determine the line-up of primetime programming in Japan," said the Freedom...

...TV Malaysia (RTM) was established in 1963 and gets its revenues from a mixture of advertising and user fees. The private channel, TV3, is a publicly-listed company which lives primarily off advertising . The government party owns most of the shares in TV3 and its shows are pro...
...American TV programming is seen as "undermining family values" by the Malaysian authorities.

The Malaysian advertising market is described as "vibrant" in a fastexpanding economy, but TV expansion is seen as...

19941100

Gale Group Trade & Industry DB (Dialog® File 148): (c)2003 The Gale Group. All rights reserved.

7. ☐ 4/K/7 (Item 5 from file: 148) DIALOG(R)File 148:Gale Group Trade & Industry DB (c)2003 The Gale Group. All rts. reserv.

07560294 **Supplier Number:** 15866369 (USE FORMAT 7 OR 9 FOR FULL TEXT)

How to construct a custom BPI. (Buying Power Index)(1994 Survey of Media Markets: User's Guide) (Cover Story)

Sales & Marketing Management , v146 , n12 , p9(1)

Oct 28 , 1994

Document Type: Cover Story

ISSN: 0163-7517

Language: ENGLISH

Record Type: FULLTEXT; ABSTRACT

Word Count: 874 **Line Count:** 00067

...C). In this example, the Demographic component (A) would be calculated as follows:

Market's Pop . Under 18 / U.S. Pop . Under 18 = X%

Next, using households with EBIs of \$35,000 and above as the Economic

...

Industry Codes/Names:

ADV Advertising , Marketing and Public Relations

19941028

8. ☐ 4/K/8 (Item 6 from file: 148) DIALOG(R)File 148:Gale Group Trade & Industry DB (c)2003 The Gale Group. All rts. reserv.

07500251 **Supplier Number:** 15695029 (USE FORMAT 7 OR 9 FOR FULL TEXT)

The hired hand waves goodbye. (resignation of Dave Nichol from Loblaw Companies Ltd.)(includes related article) (Cover Story)

Stevenson, Mark
Canadian Business , v67 , n8 , p12(9)
August , 1994

Document Type: Cover Story

ISSN: 0008-3100

Language: ENGLISH

Record Type: FULLTEXT; ABSTRACT

Word Count: 7583 **Line Count:** 00573

...a huge competitive advantage. And because President's Choice products came without the built-in advertising costs of the national brands, they could be priced lower and still return fatter margins...family company, a meagre little Montreal bottling outfit called Colt Corp., which sold cheap soda pop under its own label. Pencer, being growth-oriented, began searching for opportunities. In a meeting with...translates to "free products." They aren't free, of course, but they are "free" of advertising, expensive packaging and national-brand markups.)
Nichol has always said it was the UK's...

19940800

9. ☐ 4/K/9 (Item 7 from file: 148) DIALOG(R)File 148:Gale Group Trade & Industry DB (c)2003 The Gale Group. All rts. reserv.

06726255 **Supplier Number:** 13280675 (USE FORMAT 7 OR 9 FOR FULL TEXT)

User's guide. (includes related articles) (1993 Survey of Buying Power)

Sales & Marketing Management , v145 , n10 , pA3(20)

August 30 , 1993

ISSN: 0163-7517

Language: ENGLISH

Record Type: FULLTEXT; ABSTRACT

Word Count: 5951 **Line Count:** 00469

Abstract: ...performance, set sales objectives, evaluate market potential, plan marketing strategies, select test markets and select advertising media. Guidelines for creating a custom Buying Power Index are presented.

Text:

...of some of the many ways the Survey can be used for sales, marketing, and advertising applications.

...ORGANIZED

This User's Guide has been divided into three basic sections: Sales, Marketing, and Advertising. Each one offers a sample of applications that can be expanded upon according to your...

...Potential B. Developing Marketing Strategies

and Distribution Channels C. Evaluating New Product Potential

SECTION 3: ADVERTISING A. Test Market Selection B. Co-op

Advertising Allocation C. Media Allocation D. Media Selection

SALES PLANNING APPLICATIONS

A. Measuring Sales Performance

How...the past dependency on camera stores as a main channel of distribution necessitated a national advertising campaign, and as part of the review of this strategy, a list of targeted markets...

...for the next 10 markets, coverage is increased to just under 75%. This means that advertising can now be concentrated within these markets

without conducting a blanket campaign.

Targeted sales for...by using the data from the Survey, the results will be both accurate and projectable.

ADVERTISING APPLICATIONS

A. Test Market Selection

One of the most valuable aspects of the Survey of...

...that made it valuable as a testing location in the first place.

B. Co-op Advertising Allocation

One of the biggest problems in the creation of a co-op advertising budget involves trying to define the approximate dollar amounts that should be targeted for certain...sales volume.

C. Media Allocation

Many consumer-goods manufacturers purchase TV, radio, magazine, and newspaper advertising for their products. Basically speaking, the greatest efficiency is achieved by reaching the most people...

...a large segment of consumers.

However, if the product is a specialty item, a national advertising program that does not adequately reflect differences in market potential will only deliver audiences, not...

...cases, clear goals of total sales should be written into the sales plan before any advertising monies are committed to markets.

D. Media Selection

More and more major corporations are taking advantage of the strategic benefits arising from the use of advertising techniques that localize expenditures on a market-by-market basis. Through the use of the

...

...relate this volume to your ad dollar investment.

Once a market's share of the advertising budget has been established, further use of Survey data can reveal the efficiency of using

...

...determine such things as whether national coverage is more efficient than local coverage. If TV advertising, for example, justifies its high cost on the basis of more exposure to your message...C). In this example, the Demographic component (A) would be calculated as follows:

Market's Pop . Under 18/U.S. Pop . Under 18 = X%

Next using households with EBIS of \$35,000 and above as the Economic

...

Industry Codes/Names:

ADV Advertising, Marketing and Public Relations

Descriptors:

... Advertising --

19930830

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10. 4/K/10 (Item 8 from file: 148) DIALOG(R)File 148:Gale Group Trade & Industry DB (c)2003 The Gale Group. All rts. reserv.

05871406 Supplier Number: 12288013 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Leila Bell-Irving. (sales and sponsorship director for B.C. Pavilion Corp.) (Front Runners)

Rose, Alex

BC Business, v20, n4, p62(2)

April, 1992

ISSN: 0829-481X

Language: ENGLISH

Record Type: FULLTEXT

Word Count: 1017 Line Count: 00078

...at corporation venues.

Consider the Pepsi deal. The 10-year, multi-million-dollar sponsorship includes advertising, signage, promotion and "pouring rights," which means only Pepsi flows at special events. The deal...

...a "perfect marketing symbiosis." Bell-Irving gets more bums in seats and Pepsi pours more pop.

Under Bell-Irving's tutelage, B.C. Pavilion, which evolved from Expo, has signed corporations all...

...Bell-Irving was out of work. But only momentarily. A friend tipped her to an advertisement for a director of sales and sponsorships at B.C. Pavilion. Naturally, Bell-Irving applied...

19920400

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11. 4/K/11 (Item 9 from file: 148) DIALOG(R)File 148:Gale Group Trade & Industry DB (c)2003 The Gale Group. All rts.
reserv.

05589842 **Supplier Number:** 11229598 (USE FORMAT 7 OR 9 FOR FULL TEXT)

1991 survey of buying power. (illustration)

Sales & Marketing Management , v143 , n10 , pA5(216)

August 19 , 1991

CODEN: SMMAD

Document Type: illustration

ISSN: 0163-7517

Language: ENGLISH

Record Type: FULLTEXT

Word Count: 6241 **Line Count:** 00540

Text:

...of some of the many ways the Survey can be used for sales, marketing,
and advertising applications.

...ORGANIZED

This User's Guide has been divided into three basic sections: Sales,
Marketing, and Advertising . Each one offers a sample of applications that
can be expanded upon according to your...

...Potential B. Developing Marketing Strategies

and Distribution Channels C. Evaluating New Product Potential SECTION
3: ADVERTISING A. Test Market Selection B. Co-op Advertising Allocation
C. Media Allocation D. Media Selection

SALES PLANNING APPLICATIONS

A. Measuring Sales Performance How...the past, dependency on camera
stores as a main channel of distribution necessitated a national
advertising campaign, and as part of the review of this strategy, a list
of targeted markets...

...for the next 10 markets, coverage is increased to just under 75%. This
means that advertising can now be concentrated within these markets
without conducting a blanket campaign.

Targeted sales for...by using the data from the Survey, the results
will be both accurate and projectable.

ADVERTISING APPLICATIONS

A. Test Market Selection One of the most valuable aspects of the
Survey of...

...that made it valuable as a testing location in the first place.

B. Co-op Advertising Allocation One of the biggest problems in the
creation of a co-op advertising budget involves trying to define the
approximate dollar amounts that should be targeted for certain...
...sales volume.

C. Media Allocations Many consumer-goods manufacturers purchase TV,
radio, magazine, and newspaper advertising for their products. Basically
speaking, the greatest efficiency is achieved by reaching the most people
...

...a large segment of consumers.

However, if the product is a specialty item, a national advertising
program that does not adequately reflect differences in market potential
will only deliver audiences, not...

...cases, clear goals of total sales should be written into the sales plan
before any advertising monies are committed to markets.

D. Media Selection More and more major corporations are taking
advantage of the strategic benefits arising from the use of advertising
techniques that localize expenditures on a market-by-market basis. Through
the use of the...

...relate this volume to your ad dollar investment.

Once a market's share of the advertising budget has been
established, further use of Survey data can reveal the efficiency of using
...

...determine such things as whether national coverage is more efficient
than local coverage. If TV advertising , for example, justifies its high
cost on the basis of more exposure to your message...C). In this example,

the Demographic component (A) would be calculated as follows:
Market's Pop . Under 18/U.S. Pop . Under 18 = X%
Next, using households with EBIs of \$35,000 and above as the Economic
...

Industry Codes/Names:

ADV Advertising , Marketing and Public Relations

19910819

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12. 4/K/12 (Item 10 from file: 148) DIALOG(R)File 148:Gale Group Trade & Industry DB (c)2003 The Gale Group. All rts.
reserv.

04647625 **Supplier Number:** 08851804

Summaries & metro market rankings. (1990 Survey of Buying Power) (illustration)

Sales & Marketing Management , v142 , n10 , pB1(28)

August 13 , 1990

CODEN: SMMAD

Document Type: illustration

ISSN: 0163-7517

Language: ENGLISH

Record Type: CITATION

Captions: ...regional, state summaries of retail sales; total population. (table); Suburban pop.; black pop.; hispanic pop.;
pop . under age 6; pop. age 6 to 17 (table); Pop. age 35 to 49; total households...

Industry Codes/Names: ADV Advertising , Marketing and Public Relations

19900813

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13. 4/K/13 (Item 11 from file: 148) DIALOG(R)File 148:Gale Group Trade & Industry DB (c)2003 The Gale Group. All rts.
reserv.

04151477 **Supplier Number:** 08218163 (USE FORMAT 7 OR 9 FOR FULL TEXT)

A user's guide to the survey of buying power - part II. (Section I - User's Guide and Highlights)

Sales & Marketing Management , v141 , n14 , p6(8)

Nov 13 , 1989

ISSN: 0163-7517

Language: ENGLISH

Record Type: FULLTEXT

Word Count: 3378 **Line Count:** 00266

...provide information essential to forecasting and long-range planning,
selecting print and broadcast media for advertising , and gauging sales
potential for specific product lines. To acquaint yourself with this issue,
locate...

...have been deployed in your targeted markets, it's time to address the
issue of advertising support. Decisions on outlays and coverage are
generally based on cost-perthousand figures and audience...kind of sales
information, a marketer can better evaluate a market before allocating
salespeople and advertising expenditures to an area, fine-tuning the data
to be sure that such hivestments are...

...C). In this example, the Demographic

component (A) would be calculated as follows:

Market's Pop . Under 18/U.S. Pop . Under 18 = X%

Next, using households with EBIs of \$35,000 and above as the Economic

...

Industry Codes/Names:

ADV Advertising , Marketing and Public Relations

Descriptors:

... Advertising media

19891113

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14. ☐ 4/K/14 (Item 12 from file: 148) DIALOG(R)File 148:Gale Group Trade & Industry DB (c)2003 The Gale Group. All rts. reserv.

02970197 **Supplier Number:** 04327332 (USE FORMAT 7 OR 9 FOR FULL TEXT)

The baby bust: after the fire. (illustration)

Sales & Marketing Management , v137 , pA48(1)

July 28 , 1986

Document Type: illustration

ISSN: 0163-7517

Language: ENGLISH

Record Type: FULLTEXT

Word Count: 297 **Line Count:** 00022

Captions: States with highest pop . under 17. (table); Metro areas with highest 18-24 year old population. (table); % of 18-24...

Industry Codes/Names: ADV Advertising , Marketing and Public Relations

19860728

Gale Group Trade & Industry DB (Dialog® File 148): (c)2003 The Gale Group. All rights reserved.

15. ☐ 4/K/15 (Item 1 from file: 635) DIALOG(R)File 635:Business Dateline(R) (c) 2003 ProQuest Info&Learning. All rts. reserv.

0824766 97-85072

Strong and stronger

Bent, Cynthia

Executive Report-Pittsburgh (Pittsburgh , PA , US) , V 15 N 11 p 47

Publication Date: 970700

Word Count: 819

Dateline: Homestead, PA, US, Middle Atlantic

Text:

...on Frankstown Avenue in Homestead is slowly growing from a 60-year-old mom-and- pop under the leadership of the father and son team Eric and Justin Strong. And while dad...

...rid of the delivery charges, setting up zones now, with minimum amounts.

"It's not advertised . That's where we're going to get into my area of expertise, promotion. So...

Business Dateline(R) (Dialog® File 635): (c) 2003 ProQuest Info&Learning. All rights reserved.

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Date	Type	Search
1/24/03	F	FastClick
	F	popunder
1/27/03	W	pomrodeo
	F	doubleclick
	WWW	search of slashdot.com for "popunder"
	R	popunder
	A	popunder or pop under
	I	popunder or pop under
	G	popunder
	W	assbonanza
	W	youngwonders
	W	fastclick
	W	www.codeproject.com/jscript
	S	javascript
1/28/03	A	internet and advertising and popup
	I	internet and advertisement and popup
	I	internet and advertisement
	R	internet and advertisement
	G	Andrew Vilcauskas
	G	Robert Bloodgood
	G	Matthew Middleton
	G	ExitExchange
	G	window.open()
	G	window.focus()
	WWW	slashdot search – pop-under

09/866425

	Type	Hits	Search Text	DBs	Time Stamp
1	BRS	9	unicast.as.	USPAT; US-PGPUB	2003/01/28 08:44
2	BRS	6	("5933811" "6084628" "6118449" "6119098" "6148332" "6248946").pn.	USPAT; US-PGPUB	2003/01/27 11:23
3	BRS	1	5305195.pn.	USPAT; US-PGPUB	2003/01/24 16:23
4	BRS	9	("6314451" "6317761" "6466967" "6487538" "6442590" "6212554" "6212554" "6477575" "6102406" "5996007").pn.	USPAT; US-PGPUB	2003/01/27 10:25
5	BRS	0	popunder	USPAT; US-PGPUB	2003/01/27 10:25
6	BRS	12	pop adj under	USPAT; US-PGPUB	2003/01/27 10:26
7	BRS	10	("6014698" "6006197" "5999912" "5937392" "5948061" "6134532" "6466975" "6438125" "6286045" "6466970").pn.	USPAT; US-PGPUB	2003/01/27 11:39
8	BRS	9	("6295061" "6295551" "6285987" "6205432" "6442529" "6061719" "6061719" "6148332" "5995102" "6061659").pn.	USPAT; US-PGPUB	2003/01/27 12:12
9	BRS	10	("6065057" "6118449" "6496803" "6247047" "5961603" "6477579" "6016504" "6460072" "6128663" "6223215").pn.	USPAT; US-PGPUB	2003/01/27 12:14

	Type	Hits	Search Text	DBs	Time Stamp
10	BRS	10	("6223215" "6009410" "6248946" "6141010" "5913040" "6237022" "6268856" "6286029" "6338094" "6463468").pn.	USPAT; US-PGPUB	2003/01/27 12:14
11	BRS	8	("5572643" "5796952" "5809242" "5848396" "5848397" "5860068" "5918239" "5978381").PN.	USPAT	2003/01/27 13:39
12	BRS	2	6212554.URPN.	USPAT	2003/01/27 14:28
13	BRS	1	5948061.pn.	USPAT; US-PGPUB	2003/01/27 15:45
14	BRS	8	("5625781" "5715445" "5727129" "5778372" "5784058" "5802292" "5805815" "5860074").PN.	USPAT	2003/01/27 16:11
15	BRS	2	("5737619" "5572643").pn.	USPAT; US-PGPUB	2003/01/28 13:06
16	BRS	7536	(internet or web or www) and advertisement\$1	USPAT; US-PGPUB	2003/01/28 13:07
17	BRS	7138	(internet or web or www) and advertisement\$1 and time\$1	USPAT; US-PGPUB	2003/01/28 13:09
18	BRS	1274	(internet or web or www) and advertisement\$1 and (time\$1 near2 display\$2)	USPAT; US-PGPUB	2003/01/28 13:11
19	BRS	1803	(internet or web or www) and advertisement\$1 and ((time\$1 near2 display\$2) same bill\$3 or statistic\$3)	USPAT; US-PGPUB	2003/01/28 13:12
20	BRS	76	(internet or web or www) and advertisement\$1 and ((time\$1 near2 display\$2) same (bill\$3 or statistic\$3))	USPAT; US-PGPUB	2003/01/28 14:03
21	BRS	88	(internet or web or www) and advertisement\$1 and popup	USPAT; US-PGPUB	2003/01/28 14:03
22	BRS	87	(internet or web or www) and advertisement\$1 and popup and (limit or time)	USPAT; US-PGPUB	2003/01/28 14:11
23	BRS	27	(internet or web or www) and advertisement\$1 and (popup\$2 same (limit\$2 or time))	USPAT; US-PGPUB	2003/01/28 14:28
24	BRS	1	(internet or web or www) and advertisement\$1 and (popup\$2 same prevent)	USPAT; US-PGPUB	2003/01/28 14:28
25	BRS	1	(internet or web or www) and advertisement\$1 and (popup\$2 same prevent\$3)	USPAT; US-PGPUB	2003/01/28 14:29